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Final Report

Excellent event for new contacts: 7,700 visitors from 108 countries

ProSweets: A successful premiere

Three-day overlap with ISM from 2007 on

ProSweets, the International Supplier Fair for the Confectionery Industry, premiered in Cologne with great success. The four-day fair ended on 3rd February. With ProSweets, Koelnmesse provides confectionery industry suppliers of ingredients, packaging, and process and packaging technology with their very first independent, sector-specific platform. The combination with ISM, the International Sweets and Biscuits Fair, made Cologne the global confectionery industry's main venue for establishing business contacts. "We had a very good premiere event," confirmed Wolfgang Kranz, Executive Vice President of Koelnmesse GmbH. "The exhibitors' and visitors' response to this unprecedented, overarching look at all facets of the confectionery industry was very positive. No other trade fair company offers the kind of synergy effects that were generated in combination with ISM here in Cologne. ProSweets certainly has great potential for the future."

An overwhelming majority of the 229 suppliers from 27 countries expressed their satisfaction with the fair. "The turnout on the first two days was very good, and important visitors were still coming to our stand on the third day of the fair," reported a packaging supplier. "By the evening of the second day, we had far surpassed our expectations and the goals we had set." In particular, the



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suppliers praised the visitors' impressive credentials and international scope.

"The decision-makers really turned out for this event — and from all over the world. We established contacts with customers from Arab countries, eastern Europe, and even Australia," said a spokesperson for an international supplier of confectionery machinery. About 7,700 trade visitors from 108 countries were registered, including 60 per cent (4,600 visitors) from abroad. In addition to the trade visitors from Germany and other EU countries, experts from eastern Europe in particular were present in large numbers. Many specialists from overseas also made the trip to Cologne.

The parallel scheduling with ISM was among the factors that led to outstanding discussions with plant managers and high-ranking procurement experts from companies of many different sizes specialising in a wide array of production stages.

The exhibitors and organisers, with a view to the further development of ProSweets, are calling for an even greater overlap with ISM. "We're already working today on the future of this event, and that means optimising the event's overall framework," said Kranz. "We discussed with the conceptual sponsors the possibility of having a longer scheduling overlap, and beginning in 2007 the event will run for three days in parallel to ISM. ProSweets will continue to be a four-day event."

ProSweets brings together the entire spectrum of suppliers, from producers of confectionery products to companies specializing in processing and packaging. The suppliers present ingredients (raw and other ingredients), confectionery packaging and packaging technology, machines and equipment for the confectionery industry, and secondary segments such as food safety and quality management.

Alongside the exhibitors' presentations, the ProSweets supporting programme also proved to be a big hit, including a special show titled "Design workshop" — where experts from the company Berndt & Partner, a leading consulting firm, were on hand to offer individualised advice about new concepts and alternatives in packaging development and design.

On Thursday, about 60 visitors attended each of the presentations concerning the topic of packaging for the over-60 generation. The presentations were organised by Sweets Global Network in cooperation with ProCarton and the ZDS Technology Forum programme. An event held on the last day of the fair — the two-hour DLG Forum on "Sweeteners and Sugar Substitutes" organised by the German Agricultural Society (DLG) — also proved very popular.

The premiere of the very varied exhibition programme provided a comprehensive picture of the supplier industry. For producers of ingredients and companies that build machinery, the trend is towards fully integrated solutions that can be adapted to meet a customer's specific needs. Here the ingredients manufacturers' outstanding creativity really comes to the fore. One manufacturer, for example, presented a new concept that ranges from encapsulating vitamins in sweets to packaging cardboard to sales concepts.

Another supplier presented a specially developed product cutting-confection machine, which makes possible entirely new ingredient particle sizes and forms for the ice cream, baked goods and fine confectionery industry.

One company unveiled an innovative filling concept for ice cream and other products. Other examples of the suppliers' innovative capacity include tiny

two-coloured filled hearts that weigh only one gram, and mini stamped-out hearts.

The packaging sector was particularly well represented at ProSweets, with industrial exhibitors ranging from creative bag manufacturers and film suppliers to major producers of packaging. Here, the trends included enhanced machine runability, higher-quality films and higher running speeds.

One development that is apparent across all segments is suppliers' efforts to maintain closer contact with customers. The preferred approach is to collaborate on designing new products and ideas — away from mass-produced items and towards tailor-made concepts for innovative products. In the rapidly changing confectionery market, this approach harbours great potential for the future.

At ProSweets and the leading trade fair ISM, Koelnmesse presents the confectionery industry's entire value chain at one trade fair location, starting with the individual raw ingredients, technology and packaging and ending with the product ready for retail sale. The conceptual sponsors of ProSweets are the Association of the German Confectionery Industry (BDSI), Sweets Global Network (SG), the German Agricultural Society (DLG) and the Central College of the German Confectionery Industry (ZDS).

ProSweets in figures:

A total of 229 companies from 27 countries, 48 per cent of which came from abroad, participated in ProSweets 2006, occupying a gross exhibition space of 10,000 m². The participants included 113 exhibitors and six additionally

represented companies from Germany as well as 107 exhibitors and three additionally represented companies from abroad. Including estimates for the last day of the fair, ProSweets attracted around 7,700 trade visitors from 108 countries, 4,600 of them from outside Germany.

The next ProSweets will take place from 29th January to 1st February 2007.

Digital press service:

The Final Report, additional press releases and a selection of the latest photos from the fair stored in Koelnmesse's press image database are available on the ProSweets website at:

<http://www.prosweets.com> (Press section).

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